ignite

Skills to Spark a Great Career

Real Estate Expert

SESSION 2

Embrace Your Job

kw UNIVERSITY

Today's Agenda

Real Estate Expert 〉 **Lead Generation** 〉 **Lead Follow-up** 〉 **Transaction**

Notes:

The Six Core Compentencies of a Business

1. Lead generate, capture, and convert to appointments
2. Present to buyers and sellers and get agreement
3. Show buyers and market sellers
4. Write and negotiate contracts
5. Coordinate the sale to closing
6. Manage the money

Notes:

1. Lead generate, capture, and convert to appointments

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Mindset Matters!

1. How long (on average) does it take to get a buyer or seller to sign a contract for a sale or listing?

2. How long (on average) does it take to get a buyer or seller to sign a contract for a sale or listing?

3. How quickly do you want to get paid? Or how long can you go without a payday?

Aha's

Fiduciary vs. Functionary

The Difference Between a Functionary and a Fiduciary

Functionary	Fiduciary
Low Level	High Level
Low Relationship	High Relationship
Assumes Little Responsibility	Accepts High Responsibility
Uses Low Skill	Masters High Skill
Records Information	Perceives Information
Responds to Needs	Anticipates Needs
Processes Data	Interprets Data
Narrow Picture Viewpoint	Big Picture Viewpoint
Delivers Information	Advises and Consults
Other-Directed	Self-Directed
Minimum Legal Responsibility	Maximum Legal Responsibility
Employee	Partner
Does the Task	Owns the Result
Tells and Sells	Educates and Guides
Stays out of Decision Making	Involved in Decision-Making
Follows Rules and Procedures	Uses Judgment and Intuition
Replaceable	Irreplaceable
Minimally Paid	Highly Paid

Aha's

Be the Fiduciary

ACTIVITY

Examples of Being a Fiduciary
1. Lead generate, capture, and convert to appointments
2. Present to buyers and sellers and get agreements
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Accountability

Accountability Guidelines

- Provide a safe place to share.
- Follow through with action items.
- Listen and pay attention while the other person shares.
- Set a frequency of checking in with each other.
- Dig deep to find out why you do the things you do.
- Respect each other and the process
- Create a commitment and stick to it.
- Be open to receiving feedback.
- Give specific feedback.
- Have each other's best interest in mind.

> Accountable people achieve results others can only dream of.
>
> **Gary Keller**
> *The ONE Thing*

Notes:

Choose an Accountability Partner

ACTIVITY

Ignite Accountability Plan

Accountability Partner's Name:

Contact Information

Accountability Partner's Goals:

Frequency of Accountability Check-ins:

Date, Time, and Location of First Accountability Check-in:

Additional Notes:

Accountability Questions

1. How did you do?
2. How do you feel about that?
3. Did you have any opportunities for improvement?
4. How will you address those opportunities?
5. What were your wins?
6. How will you celebrate your wins?

Notes:

Success System Tracker

DAILY SUCCESS SYSTEM

- [ ] ____ of 10 CONVERSATIONS
- [ ] ____ of 10 CONTACTS ADDED
- [ ] ____ of 10 HANDWRITTEN NOTES
- [ ] 10-5-1 SOCIAL MEDIA ENGAGEMENT
- [ ] ENRICHMENTS
- [ ] APPOINTMENTS
- [ ] AGREEMENTS
- [ ] CLOSINGS

> If you can't measure it, you can't improve it.
>
> **Peter Drucker**
> *Austrian-American management consultant, educator, and author*

Notes:

Converse with Your Sphere

F	**Family**
O	**Occupation**
R	**Recreation**
D	**Dreams**

Notes:

Add Contacts to Command

1. Add yourself
2. Add your Facilitator
3. Add your Accountability Partner
4. Add three friends from your phone contacts
5. Add three other participants

Write Notes to Your Sphere

Topics for Your Notes:

Turn Aha's into Achievement

How has your THINKING changed?

What do you FEEL differently about? What was meaningful for you today?

How will your behaviors be different going forward? What ACTIONS will you take?

What TOOLS, models, or systems will you use? How will they make you accountable?

Daily Success System

Success Activities

These are suggested activities for the second half of your session.

DAILY SUCCESS SYSTEM

- [ ] ____ of 10 CONVERSATIONS
- [ ] ____ of 10 CONTACTS ADDED
- [ ] ____ of 10 HANDWRITTEN NOTES
- [ ] 10-5-1 SOCIAL MEDIA ENGAGEMENT
- [ ] ENRICHMENTS
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- [ ] CLOSINGS

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

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